



Tobacco Tid-Bits

Southwest Washington Health District

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Vancouver WA 98663

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Teens Use Video to Get back at Big Tobacco

Skamania County Teens were angry at the end of a recent media literacy training offered as part of a diversion program for juvenile offenders. But they weren't mad at program coordinators— they were angry with tobacco companies. For five weeks teens from the Skamania County Probation Department met one day a week as part of a pilot program to educate youth about the effects of tobacco advertising and how it targets young people. Part of the curriculum involves peer-to-peer training and decoding tobacco ads to figure out the subliminal messages. "Rates of smoking among teens in the probation department tend to be higher than teens in general. At the end of the training they were angry with Big Tobacco and wanted to create a counter message," said James Kisse, adult coach for the training and health educator at the Southwest Washington Health District. The teens gathered at the Stevenson cemetery and shot a video. A Public Service Announcement including images of worms crawling out of a cigarette pack and someone zipped into a body bag may be aired on Clark County's public access channel. "The video really turned out great," said James. Upcoming training sessions include Clark County Community Drug and Alcohol Center, Day Break Treatment Center, Peace Health and the Vancouver Housing Authority. For more information contact James at: 360.397-8214

Tobacco Free Saturday Night

Volleyball games, anti-tobacco video messages, raffle prizes and an award ceremony will all be part of TOBACCO-FREE SATURDAY NIGHT at the Clark County Family YMCA. On Saturday September 21, teens will have a chance to meet other teens working in tobacco prevention, learn about tobacco prevention opportunities and honor their peers who have done an exceptional job in the fight against Big Tobacco. The University of Washington is pitching in \$2,000 from an American Legacy Grant, making this event possible. Several community partners are also volunteering their time. **See calendar for for more information.

Free World No Tobacco Day Posters

The Southwest Washington Health District has many tobacco free sports posters from World No Tobacco Day. One is a bright, colorful poster showing all the different sports fields. The other features professional soccer players from all over the world. Both posters note the World No Tobacco Day date, May 31 but not the year so they can be used again. E-mail jkissee@swwhd.wa.gov to request your supply and if you will

Providers Learn about Quit Line

Almost two years after the Quit Line made its debut in Washington— it continues to expand. Locally, residents learned about the Quit Line at a booth during the Skamania County Fair this summer and information will be provided to Clark County employees at their Employee Health Fair October 29. Southwest Washington Health District Educator James Lanz made a Quit Line presentation this month to the nursing staff at the Mid Columbia Family Practice clinic in Stevenson and he will also present to Team Leaders at Southwest Washington Medical Center's Emergency Department and Rebound Orthopedic group. "I am seeking other health care and social service providers to provide Quit Line information for the staff at their offices," said James. A Quit Line display booth is also available. For more information you can reach James at: 360.397.8416.

Quit Line
877-270-STOP
877-2 NO FUME
1-877-777-6534 (TTY)
www.quitline.com

Additional Selecky Award

The Battle of the Bands Kick Butts Contest in Stevenson last April received a second Selecky Award we did not mention in the article about the award winners in the last newsletter. In addition to the "Most attended event" they also received the "Most media-visible event." Way to go, contest sponsors— Skamania Events and Recreation and Fort Vancouver Regional Library!

The American Cancer Society's Great American Smokeout will be November 21. The American Cancer Society started the Great American Smokeout as an annual day to spotlight the dangers of smoking and challenge people to quit using tobacco. On September 12, the Tobacco Free Coalition of Skamania County will have their first planning/brainstorming meeting for the event (**see calendar). If you would like materials or more information contact the *American Cancer Society*: 1.800.ACS.2345 or www.cancer.org



**Great American
Smokeout**

Your Cat Wants You to Quit

A feline named Reggie has tips for other pets to help their humans stop smoking. Reggie produces a newsletter, with the help of her human, Donna Mosley, who previously worked in tobacco control at the American Cancer Society. Reggie offers a "Dear Reggie" column, autographed pictures and a pet-pal project— where pets send letters to smokers asking them to quit because they care about them. If you would like a free copy of Reggie's latest newsletter or have a pet that would like to join P.E. T.S. (Protesting Environmental Tobacco Smoke) Coalition just e-mail Reggie at: REGGIE415@aol.com.

Float Makes Getting the Word Out Fun!

Washington County Tobacco Prevention has a wonderful float they have been using at various fairs and festivals in Oregon. Youth tobacco teams ride or walk along side the float and hand out tobacco ordinance and Quit Line info to the parade go'ers. Diane Laughter, with Washington County Tobacco Prevention has extended an invitation for SW Washington youth groups to use the float and Kimberly Nelson, Mrs. U.S. United Nation, has also volunteered to be a rider on the float. Contact Diane at: 503.296.6795 or diane@tobacco-free.org.



Washington State Prevention Summit

UNITED WE STAND Drug-Free We Soar

October 24-26, 2002
Yakima Convention Center
Yakima, WA

Cost: \$100, Youth & Students: \$25

Featured speakers:

- ♦ *Greg Alan Williams*— Emmy Award Winner: Diversity, Motivation, Personal.
- ♦ *John P. Walters*, Director Office of National Drug Control Policy.

Information: DASA Training Section: toll free 877.301.4557, TTY 360.438.8203, Web site: www-app2.wa.gov/dshs/dasa.

** See Calendar for more information

Clark College Offers Cessation Classes

For the first time ever Clark College Community Education will offer an adult smoking cessation class. STOP AND BREATHE will meet October 10–November 7 on Thursday nights from 6-8 PM. The cost is \$75. **See calendar for details and registration information.

New Tobacco Cessation Web site

The University of Wisconsin Medical School Center for Tobacco Research and Intervention and Office of Continuing Medical Education have created a FREE web-based continuing medical education program that provides training in the treatment of tobacco dependence. Treating Tobacco Use and Dependence and offers one hour of CME credit to clinicians completing the program. The program is available at: www.cme.uwisc.org

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www.quitline.com

Calendar of Events

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| 08/29 | CMASA meeting, Skamanina Co. Sheriff's office, Stevenson - 3:30-4:30 PM. Contact: Susie Strom 509.427.9490 x297 |
| 09/10 | Tobacco Free Coalition of Clark County meeting. SWWHD Auditorium, 2:30-4 PM. Contact: James Lanz 360.397.8416 |
| 09/11 | Coalition Structure Workgroup meeting, SWWHD Garden conference room - 3:30-4:30 PM. Contact: James Lanz 360.397.8416 |
| 09/12 | **Tobacco Free Coalition of Skamanina Co. Great American Smokeout meeting - 3:30-4:30 PM. Location TBA. Contact: James Lanz 360.397.8416 |
| 09/12 | Schools Task Force meeting 7:30-9:00 AM. SWWHD Garden rm. Contact Theresa Cross 360.397.8215 x3178 |
| 09/12 | BREATHE meeting. SWWHD, 5-6:30 PM Contact: James Kisse 360.397-8214 |
| 09/17 | Cessation Task Force meeting. ESD 112 Cowlitz room, 2:30- 4 PM. Contact Pam Johnston 360.750.7500 x133 |
| 09/17 | Multnomah Co. Tobacco Prevention Coalition, Asian Family Center, 4424 NE Glisan, Portland, 2nd Floor Conference Room. 11 AM-1PM. Reservations required for lunch count. Contact: Erik Vidstrand 503.988-3663 x28805# |
| 09/21 | **Tobacco-Free Saturday Night, Clark County Family YMCA 7-11:00 PM. Contact: James Kisse 360.397.8214 |
| 10/10 | Tobacco Free Coalition of Skamania County and Safe and Drug Free Schools meeting. Skamania Sheriff's office conference rm., 3:30-4:45 PM. Contact: James Lanz 360.397-8416 or Paul Davis 360.750.7500 x303 |
| 10/10-11/7 | **Stop and Breathe, adult smoking cessation classes, Clark College Campus AA4 Bldg. room 104. 6-8 PM Register: 360.992.2939 |
| 10/24-26 | **Washington State Prevention Summit - Yakima Convention Center, Yakima Contact: DASA Training Section 877.301.4577 |
| 11/19-21 | 2002 National conference on Tobacco and Health, San Francisco, CA www.tobaccocontrolconference.org/2002conference |
| 11/21 | **American Cancer Society's Great American Smokeout. Information: 1.800.ACS.2345 or www.cancer.org |